



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Western schools

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Western Canada boasts an extensive selection of choices for post-secondary education. Leading academic institutions have gained national and international renown for their research contributions, innovative partnerships and excellence in equipping the next generation with the skills they need for succeeding in a changing economy.

- Proposed topic highlights:**
- DIVERSITY AND INCLUSION** – Welcoming campuses and advancing reconciliation.
 - RESEARCH AND INNOVATION** – World-leading insights and applications.
 - SUSTAINABILITY** – Addressing issues like climate change and food and water security.
 - ACADEMIC EXCELLENCE** – Enhancing Canada’s reputation and competitiveness.

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Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
April 6	May 11	May 18	April 6
October 3	October 31	November 7	October 3